

# Data Driven Innovation



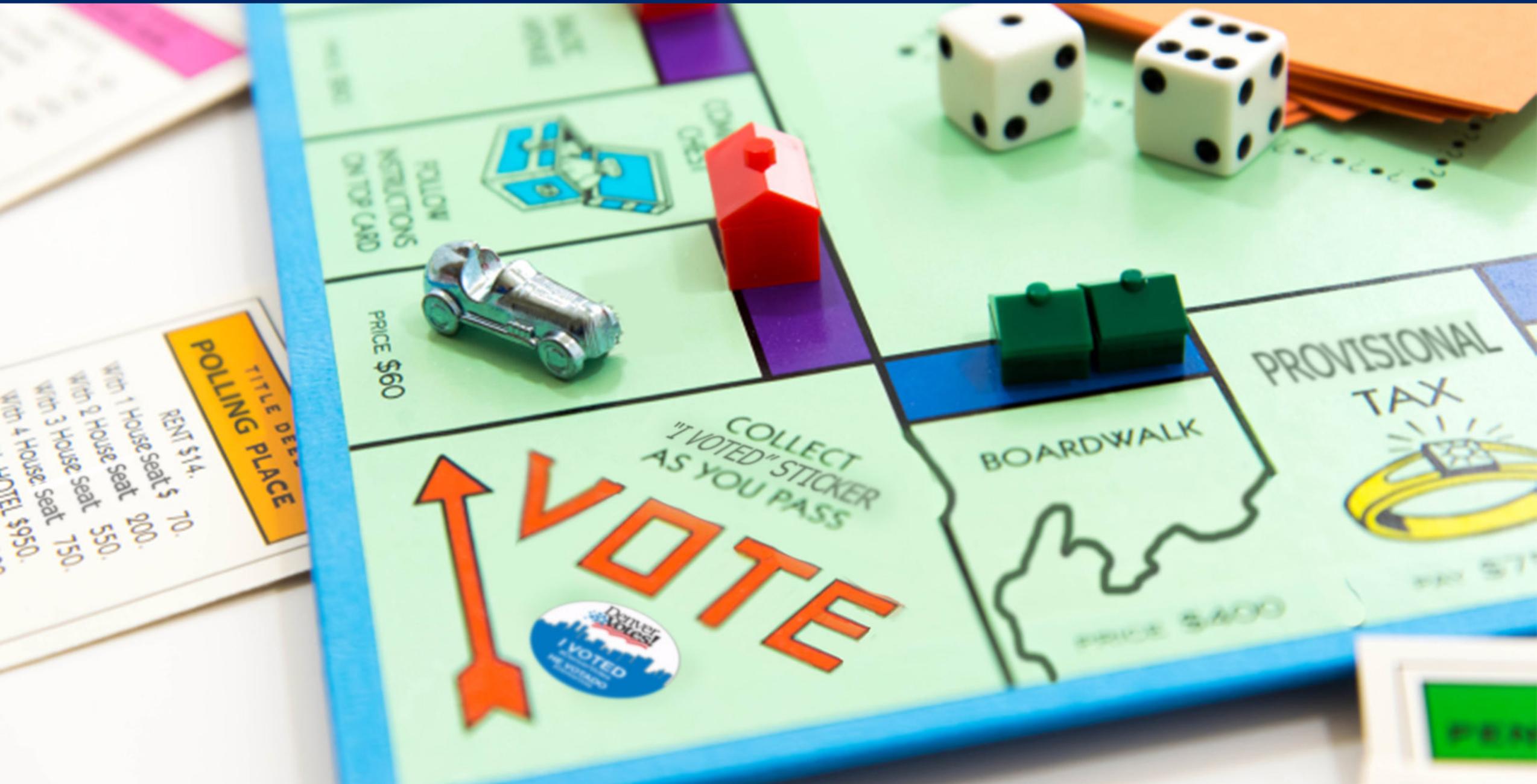
**Amber McReynolds**

Director of Elections  
City & County of Denver

@AmberMcReynolds  
@DenverElections  
DenverVotes.org

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# #Electionopoly

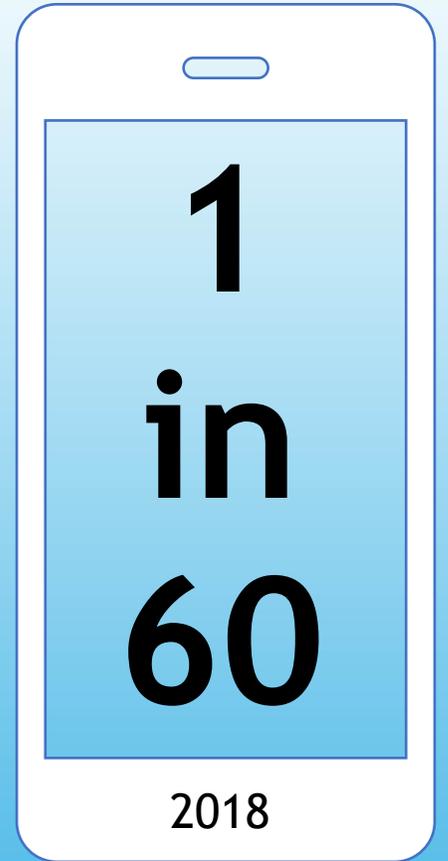
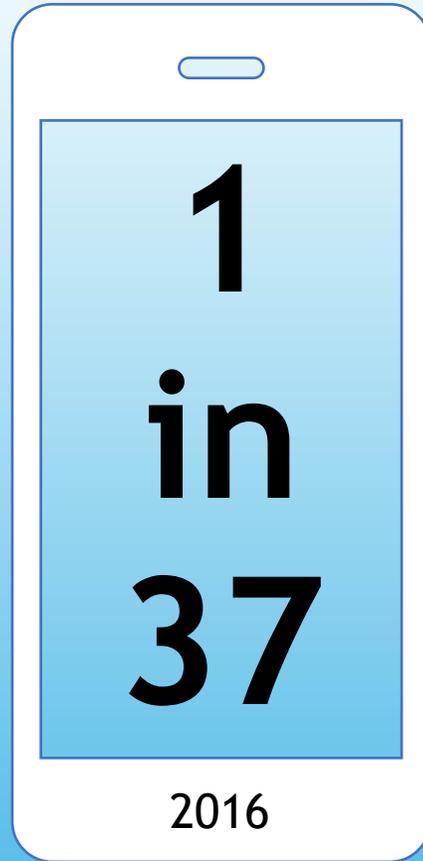
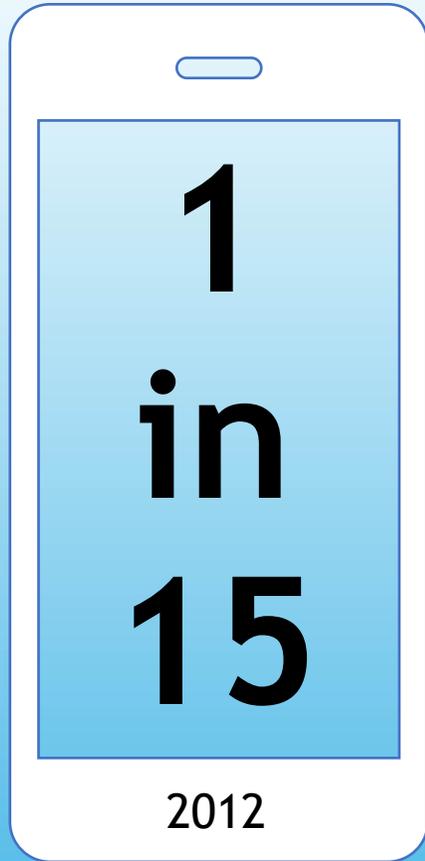
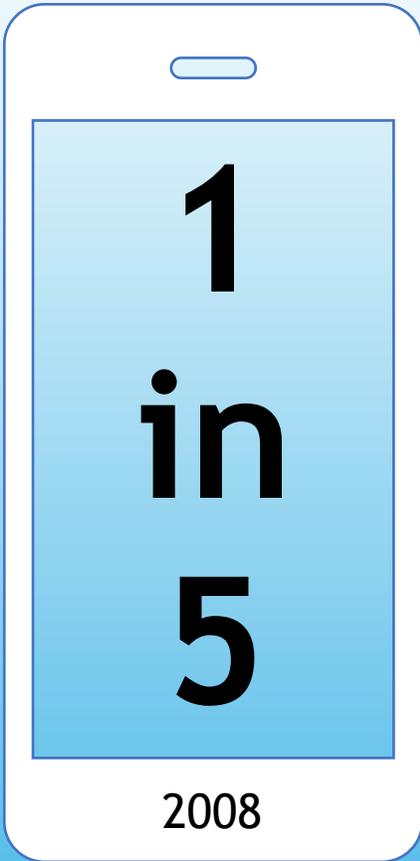


“Our ability to do great things with data will make a difference in every aspect of our lives.”

*Jennifer Pahlka, Founder  
& Executive Director of  
Code for America*

1. Enhanced Customer Experience
2. Proactive Communication to Voters
3. Operational Efficiency
4. Transparency & Accountability

**Why does this matter?**



# Voter Calls



**7%**  
More Ballots Accepted for  
Voters Enrolled in BallotTRACE

**2%**  
Increase in Return Rate for  
Voters Enrolled in BallotTRACE.



As of 11/17/2016

Timeline of Daily Enrollment in BallotTRACE



# Ballot TRACE

## Dashboard

### Current Election

Completed

## 2018 Primary Election

June 26, 2018

May 16, 2018 – July 11, 2018

Total voter (from VR 11):	466,066
Accepted/In-Person ballots:	144,831
IMB processed:	0 files / 0 records
PKG processed:	728 files / 456,948 records

### Ballots By Current Status

142,648 Accepted

Inbound	56
InPerson	2,183
Printed	4,422

### Voter Registration Status

381,626 Active

Inactive 84,440

### Ballots By Communications

	Enabled	Email Messages	Text Messages
Accepted	✓	47,708	3,829
Inbound	✓	10,089	683
InPerson	✓	864	48
Printed	✗	0	0
Received	✗	0	0
Rejected	✓	993	35

# Ballot TRACE Admin Dashboard

“The world is one big data problem.”

*Andrew McAfee, MIT Scientist*



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